

A ROTATABLE LABEL SYSTEM AND METHOD

ABSTRACT OF THE DISCLOSURE

[0076] A system and method are disclosed for constructing a rotatable label and attaching the rotatable label to a container. The rotatable label system comprises an inner label attached to the container and a rotatable outer label. The inner label may have adhesive on a rear surface of a trailing end alone, adhesive on a rear surface of both the leading and trailing end for fixedly attaching it to a container, or adhesive on the entire rear surface. The outer label may only have adhesive on a rear surface at or near a trailing end to secure the outer label to itself. The outer label is temporarily coupled to the container while the outer label is wrapped around the container. Once the trailing end is attached to a front surface of the outer label at or near a leading end of the outer label, the outer label can be rotated about the container over the inner label. Longitudinal movement of the outer label relative to the container may be restricted by disposing the outer label between top and bottom label panels formed on the container. The outer label is preferably adapted with a transparent portion or window permitting viewing of indicia disposed on the inner label.